

IN THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1-2. (Canceled)

3. **(currently amended)** An advertising system, using a web browser, said system comprising:

a client PC;

a server; and

a network connecting the client PC and the server;

wherein the client PC comprises the web browser programmed to detect which detects a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, to display the web browser displays an advertisement in an area of the display screen where at least one of a menu bar, tool bar, a location, and/or browser logo of the web browser is to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo in the area,

wherein the server stores a plurality of advertisements and is operable to transmit transmits at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein the web browser is further programmed for causing the advertisement to disappear and for displaying is disappeared, but the at least one of the menu bar, tool bar,

location bar, and/or browser logo ~~are displayed~~ in the area when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo is to be displayed.

4. (currently amended) An advertising system, using a web browser, said system comprising:

a client PC;

a server;

a network connecting the client PC and the server,

wherein the client PC comprises

the web browser, ~~connecting the client PC to the network~~; and

an auxiliary program, other than the web browser, which, when executed by the client PC, is capable of detecting detecting a movement of a cursor displayed in a display screen on a monitor of the client PC, and, when the cursor is located in a text box of the web browser, ~~the auxiliary program controls~~ controlling the display of an advertisement in an area of the display screen where at least one of a menu bar, tool bar, location bar, and/or browser logo of the web browser is to be displayed, instead of displaying the at least one of the menu bar, tool bar, location bar, and/or browser logo in the area,

wherein the server stores a plurality of advertisements and is operable to transmit ~~transmits~~ at least one advertisement to the client PC, for display as the advertisement, at a request of the client PC or at predetermined time intervals, and

wherein said auxiliary program, when executed by the client PC, is further capable of ~~causing~~ the advertisement to disappear and displaying ~~is disappeared~~, but the at least one of the

menu bar, tool bar, location bar, and/or browser logo ~~are displayed~~ in the area when the cursor is located in the area of the display screen where the at least one of the menu bar, tool bar, location bar, and/or browser logo is to be displayed.

5-7. (Canceled)

8. **(currently amended)** An advertising method using a web browser in a system comprising a client PC, a server, and a network connecting the client PC and the server, the advertising method comprising, upon detection that the web browser has been activated in the client PC:

~~detecting whether the web browser has been activated in the client PC;~~

displaying an advertisement, in an area of a display screen of the browser for displaying at least one of a menu bar, a tool bar, a location bar, and/or a logo of the browser, instead of the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser when the web browser is being displayed and when a cursor is detected to be positioned in a text box of the web browser, outside of the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the browser;

displaying in the area at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser, instead of the advertisement, when the web browser is being displayed and the cursor is detected to be positioned in the area of the display screen for displaying the at least one of the menu bar, the tool bar, the location bar, and/or the logo of the web browser; and

receiving an advertisement update from the server at a request of the client PC or at predetermined time intervals.

9-15. (Canceled)

16. (new) An advertising method using a web browser in a client PC connected to a network, the advertising method comprising:

monitoring a position of a cursor of said client PC within a window of the web browser when said web browser is activated, said windows of the web browser comprising a web content displaying region for displaying web content obtained by the web browser from the network, and an area outside said web content displaying region; and

depending on the position of said cursor within the window of the web browser, displaying only one of the following at a time in said area:

- (1) an advertisement, and
- (2) at least one of a menu bar, a tool bar, a location bar, and/or a logo of

the browser;

wherein the advertisement is displayed in said area only when the cursor is outside said area.

17. (new) The method of claim 16, further comprising:

updating said advertisement from a server connected to said network.

18. (new) The method of claim 17, wherein said updating is performed either upon request from said client PC or at predetermined intervals.